

# Landmark/Van Dorn Area Plan

## Building Community in Alexandria's West End

Planning Context  
Planning History

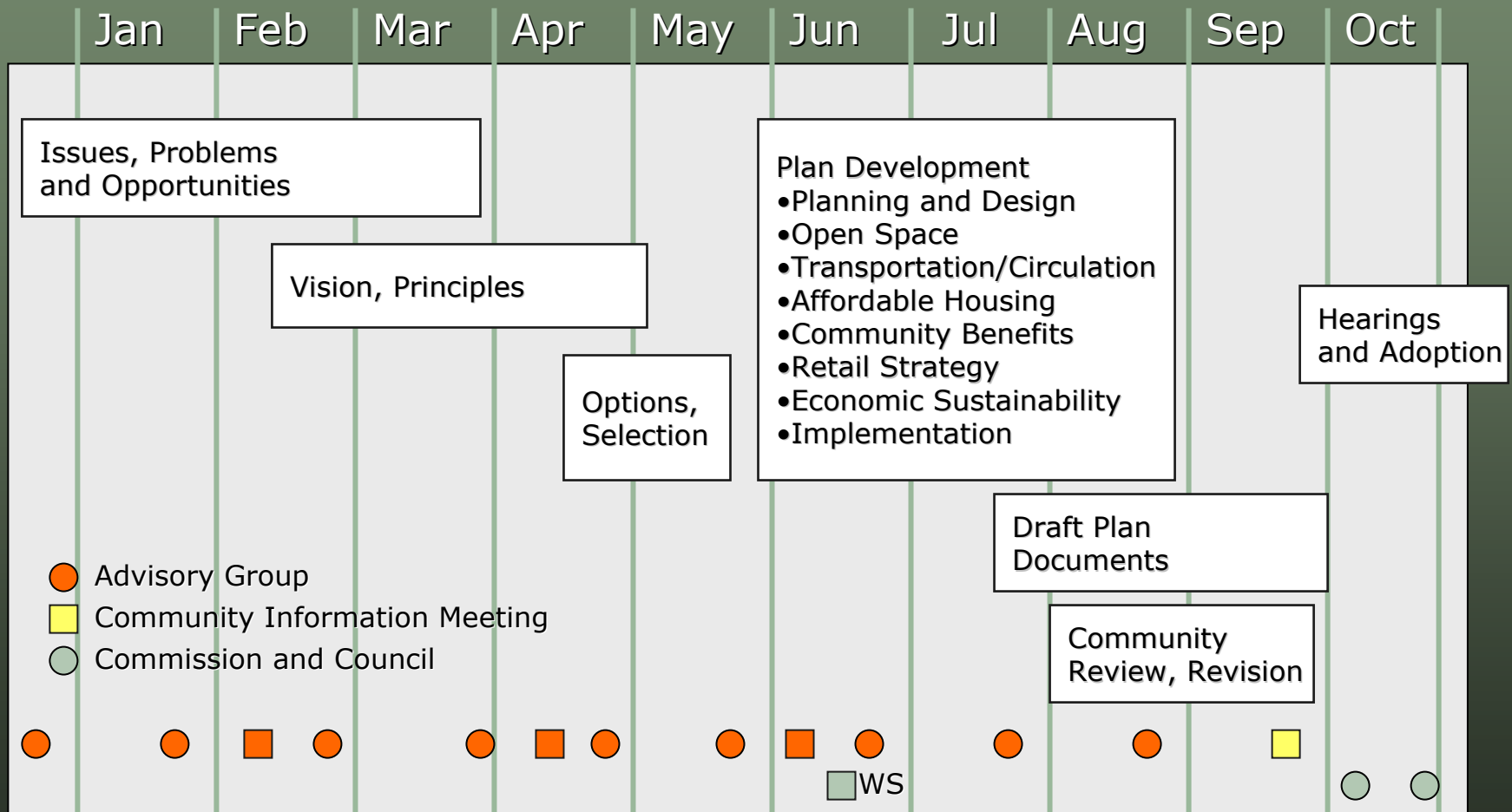
Presentation to Landmark/Van Dorn Advisory Group  
City of Alexandria Department of Planning and Zoning  
December 17, 2007

# Landmark/Van Dorn Work Program

- 6- to 8-month effort to develop a draft plan for public review.

# Landmark/Van Dorn Plan Work Program

2008



# Landmark/Van Dorn Advisory Group

- Established by Council
- Appointed by the Mayor
- As an advisory group, may discuss the group's charge with more than one other member only at a noticed public meeting.
- Group e-mails to more than one member may be considered a meeting, particularly when responses are like a conversation.

# Planning Context

- What's changing?
- What's unique, what's the same about this area?
- The people
- The place
- Getting around
- Real estate markets
- Affordable housing

# What's changing?

- Demographic changes are bringing people back to cities and inner suburbs like Alexandria.
- Fewer households are the type that have historically demanded single-family detached homes.
- Suburbs are reaching limits of further expansion into fields and forests.
- Urban areas cannot significantly expand roadways to serve more single-occupant vehicles.

# What's changing?

- New interest in being in urban areas
  - Baby boomers retiring – or not
  - Young professionals
  - Singles and partners
- Limits of suburbia
  - Space and resources limits
  - Impacts of auto travel on core cities and inner suburbs
- 2<sup>nd</sup>-tier transit proposals and projects throughout the region

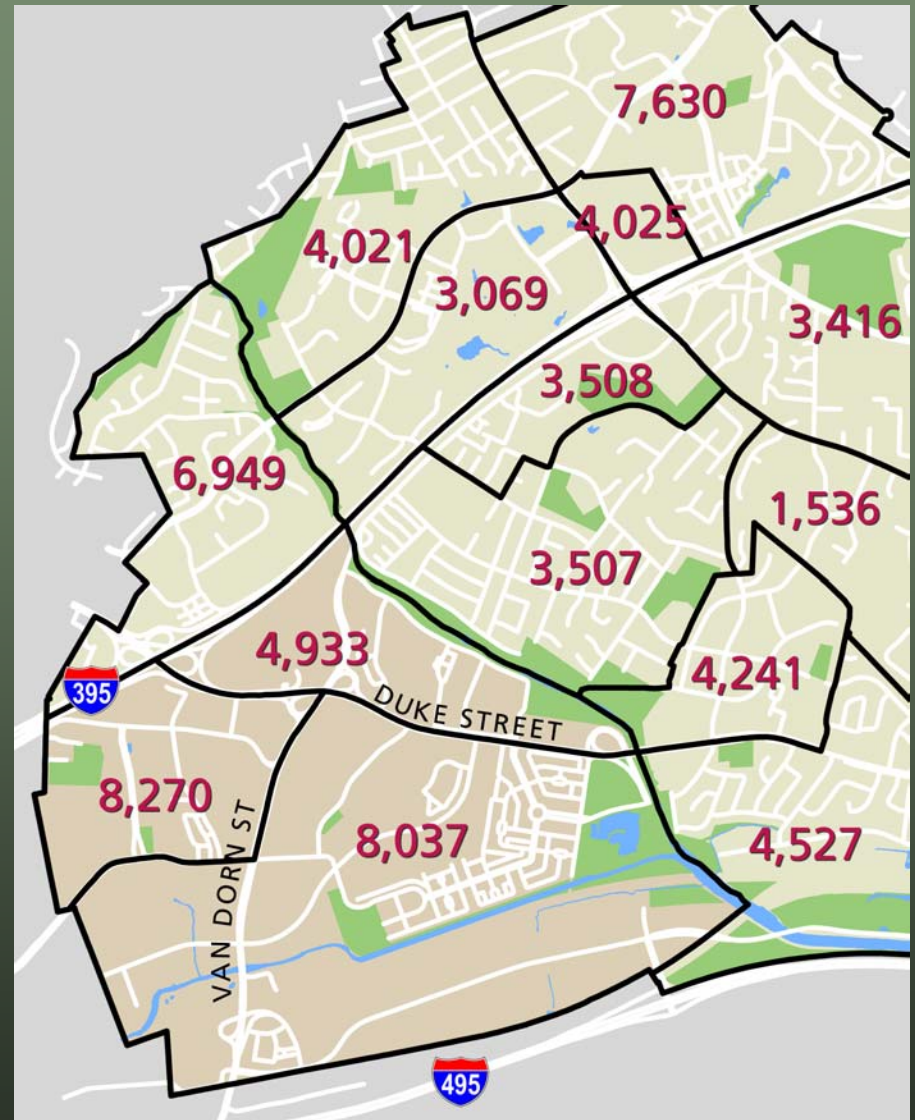
# People

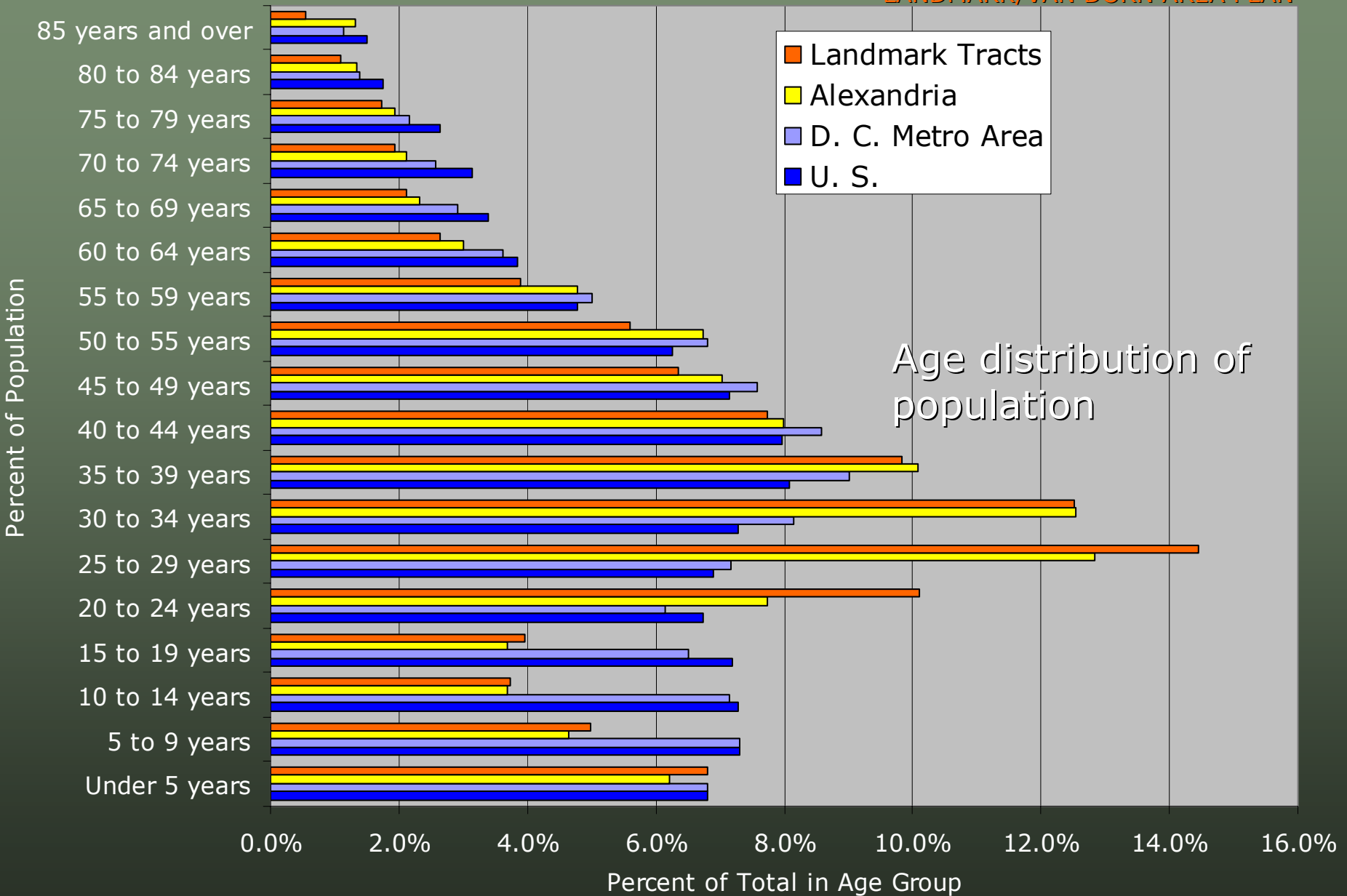
- This area has a unique age distribution, with few school-age children and a high number of young adults 20-35.
- People move through the area rapidly. 32% had moved into Alexandria 15 months or less prior to the 2000 Census, and 66% had moved here in the last five years. Many of these moves were within the Washington, D.C. metropolitan region.



# Population

- 21,240 within transportation “island.”
- 12,900 dwelling units, about 20% of the City’s housing units.

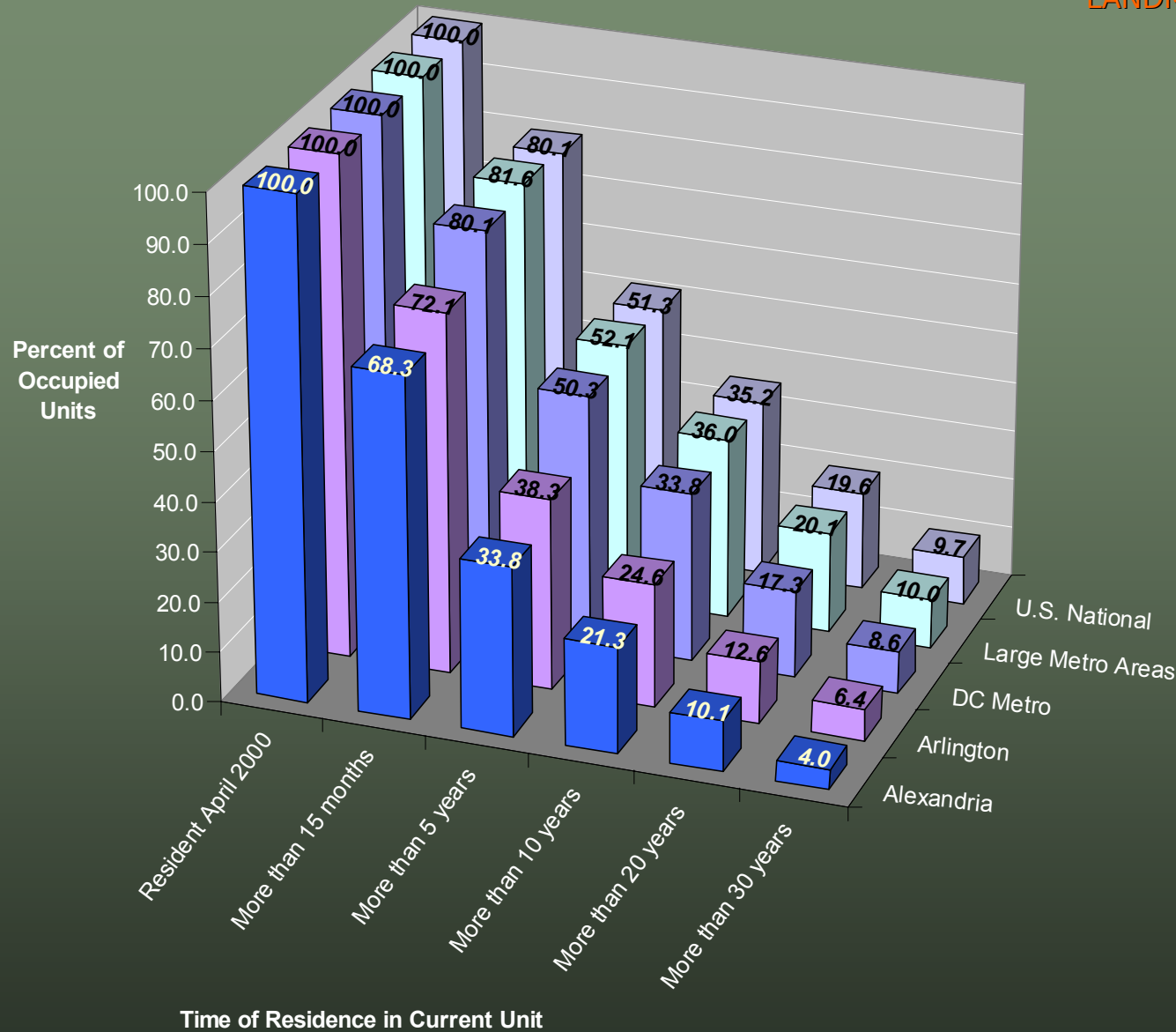


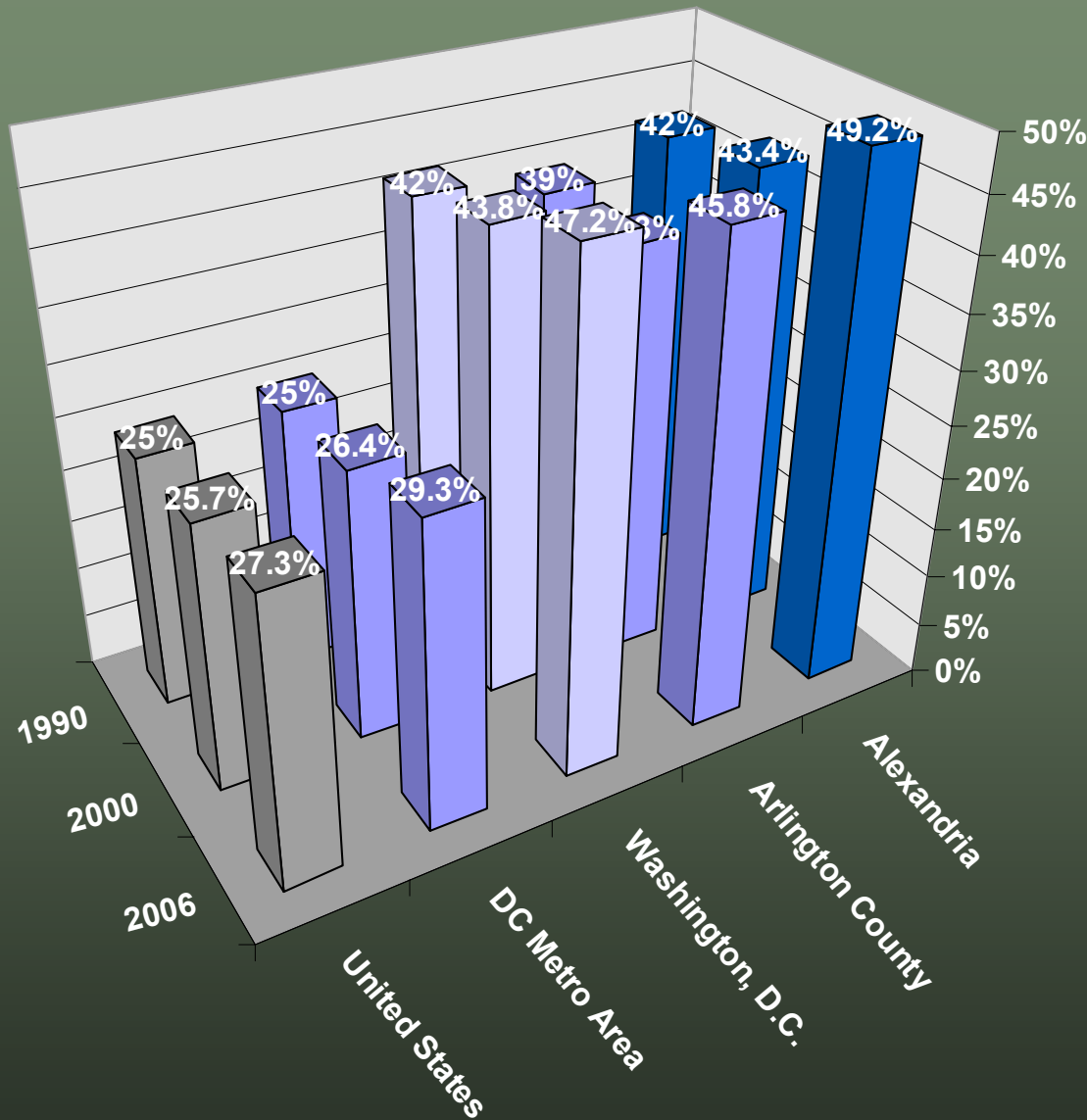


## Mobile Population

Householder's  
Years of  
Residence in  
Unit at Time of  
2000 Census.

Many move  
within the  
region.





## Household types

Single-person households have grown to total nearly half (49.2%) of Alexandria's households.

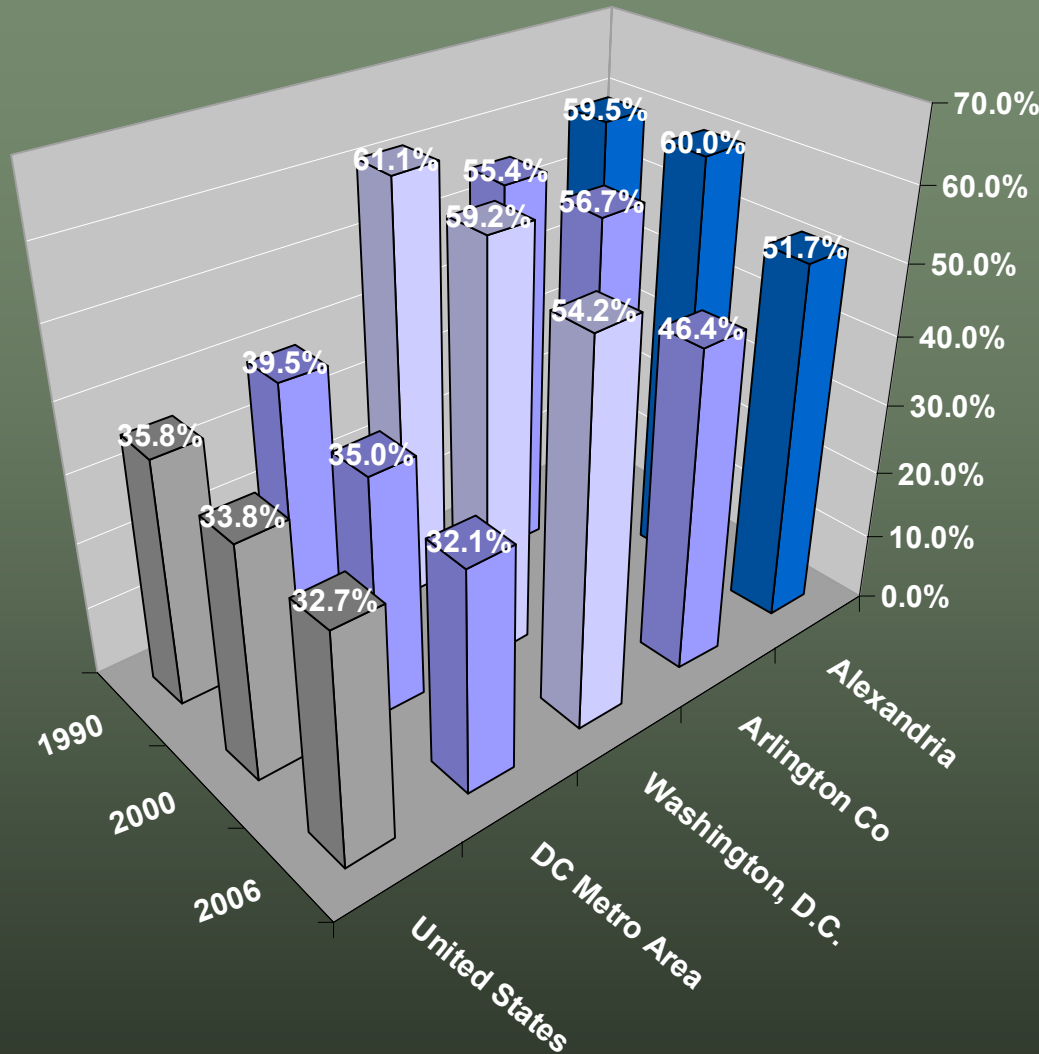
Married-couple families with children were only 11% of Alexandria's households in 2006



## Housing Tenancy

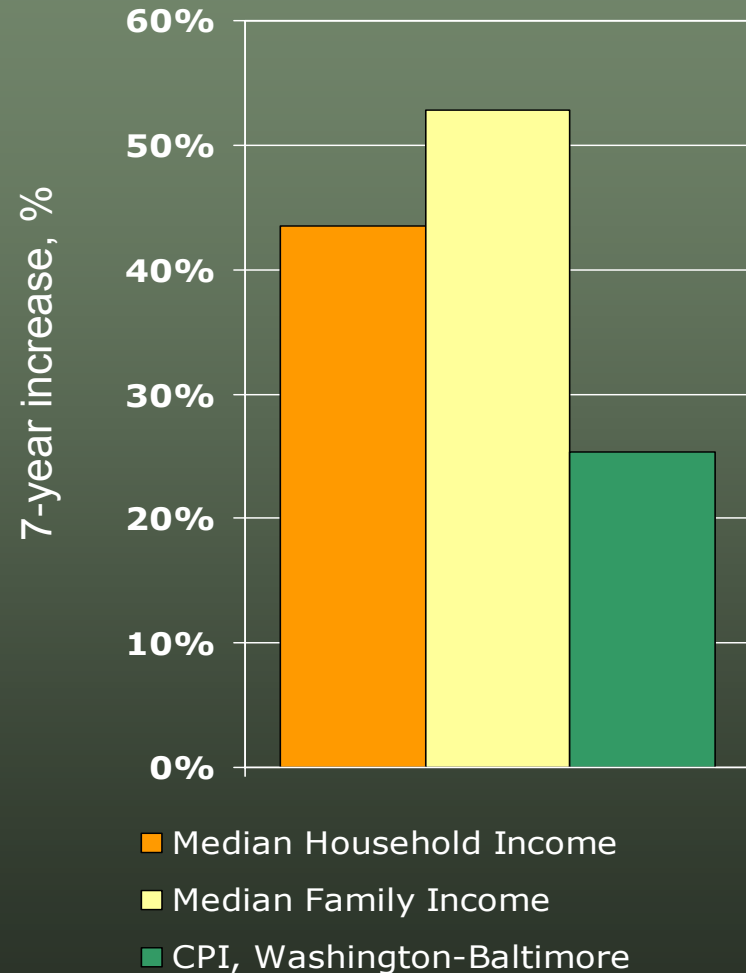
Percent Renter Households, 1990 - 2006

Alexandria had an 8.3 percentage point drop in rental units as a percentage of occupied units from 2000 to 2006, a loss of 5000 rental units



## Household and Family Incomes

- Inflation in the Washington Baltimore Region was 25.3% for the period from 1999 to 2006
- Alexandria's median household and family incomes increased substantially faster than inflation between 1999 and 2006.



# The Place

- Auto-oriented development with surface parking at the street and buildings behind.
- Superblocks and terrain make walking difficult for local trips.
- Landmark Mall is isolated by arterials and internal roadways.
- There is limited green space within developments or in walking distance.



# Auto-oriented development



December 17, 2007

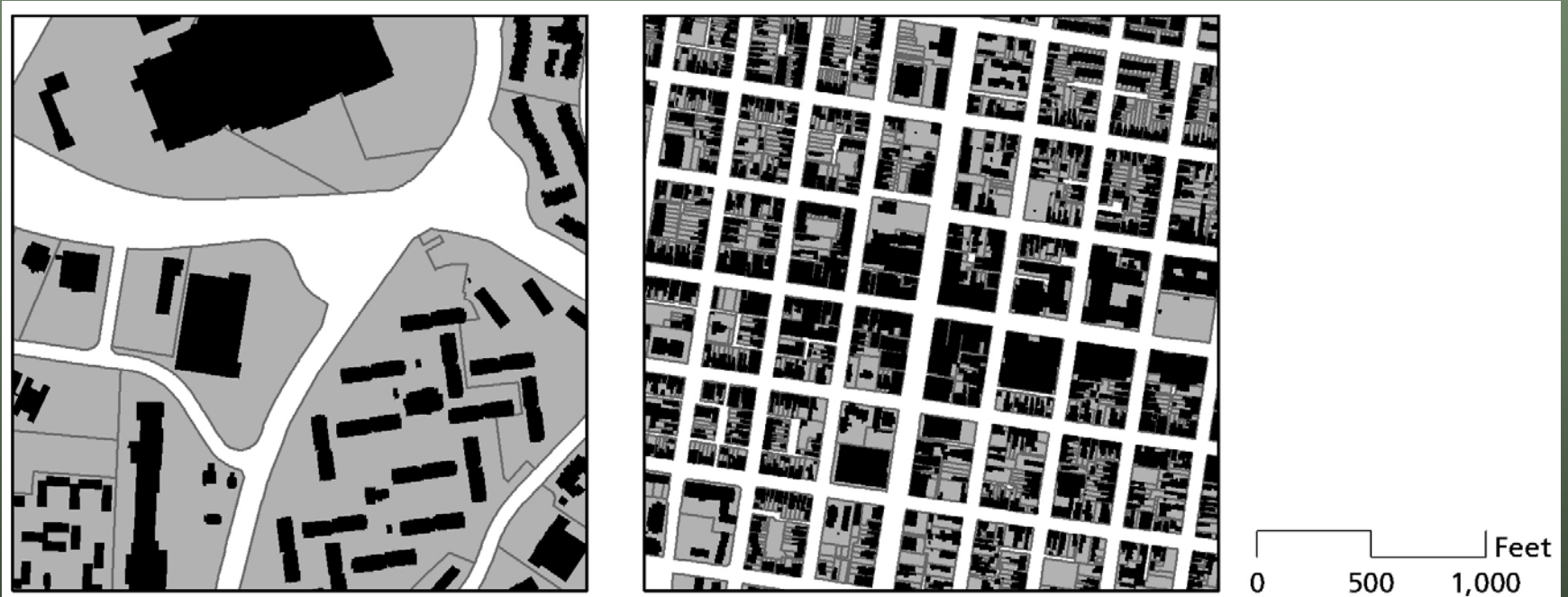






Landmark Mall is isolated from its surroundings by arterials and internal roadways. Pedestrians have only one access point from the south between Ripley Street and Beauregard.

## Blocks and Structures



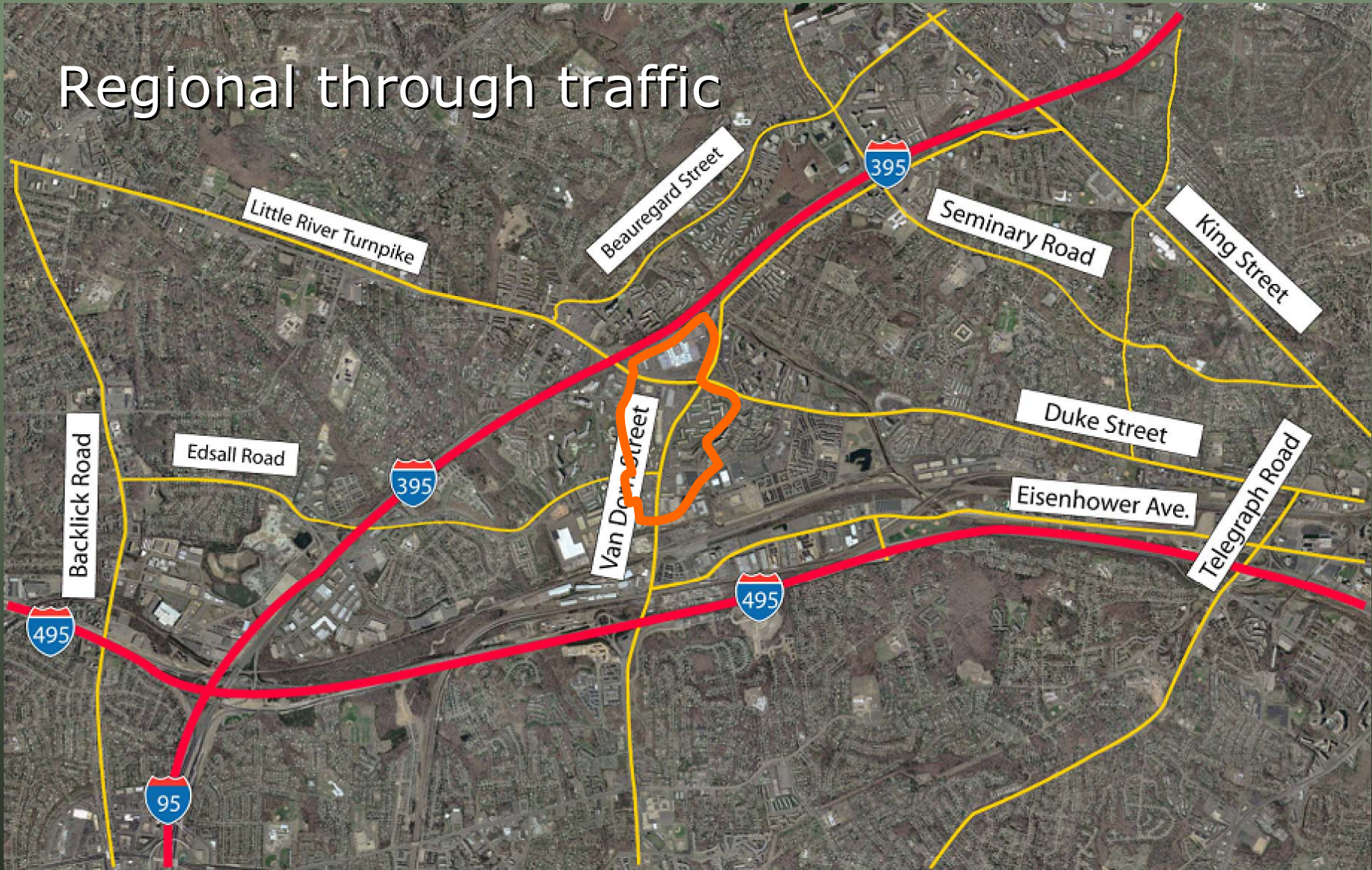
The Landmark Mall area and Old Town at the same scale, showing blocks and structures.

# Getting Around

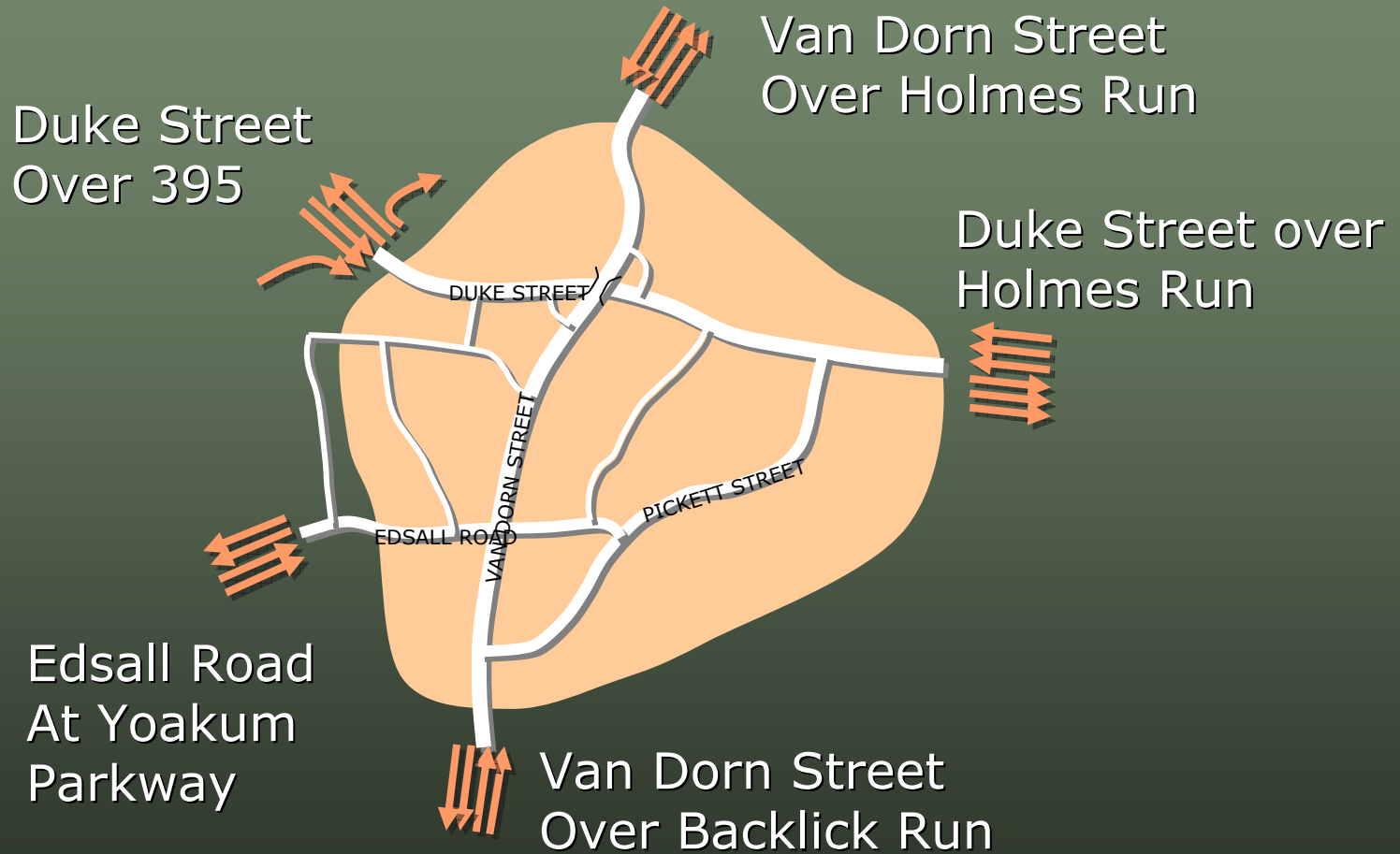
- Regional arterial patterns put through traffic on Van Dorn Street.
- Local circulation requires using regional roadways.
- Bus access is good, but service is infrequent except at rush hours.
- The Van Dorn Street Metro is more than a mile walk from most of the planning area.



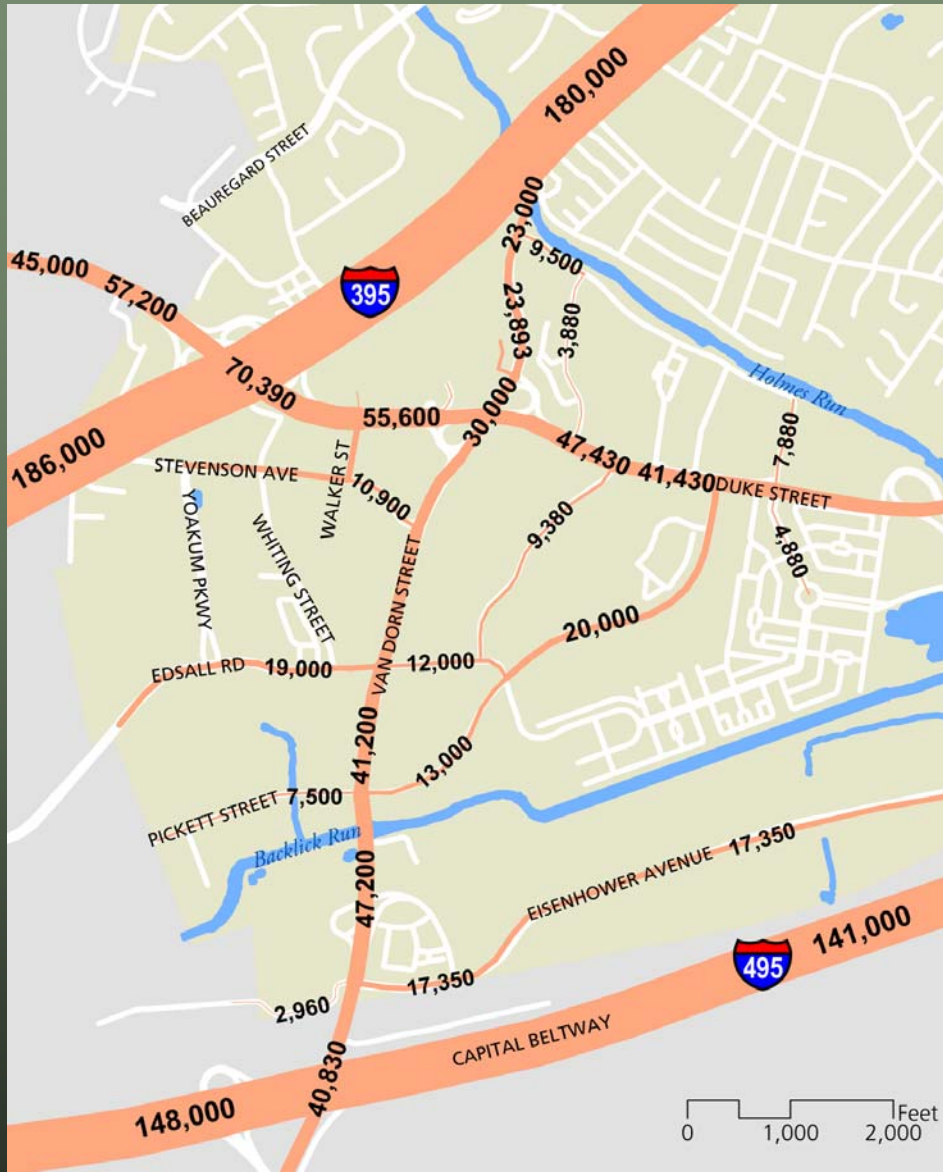
# Regional through traffic



# Five Points of Connection





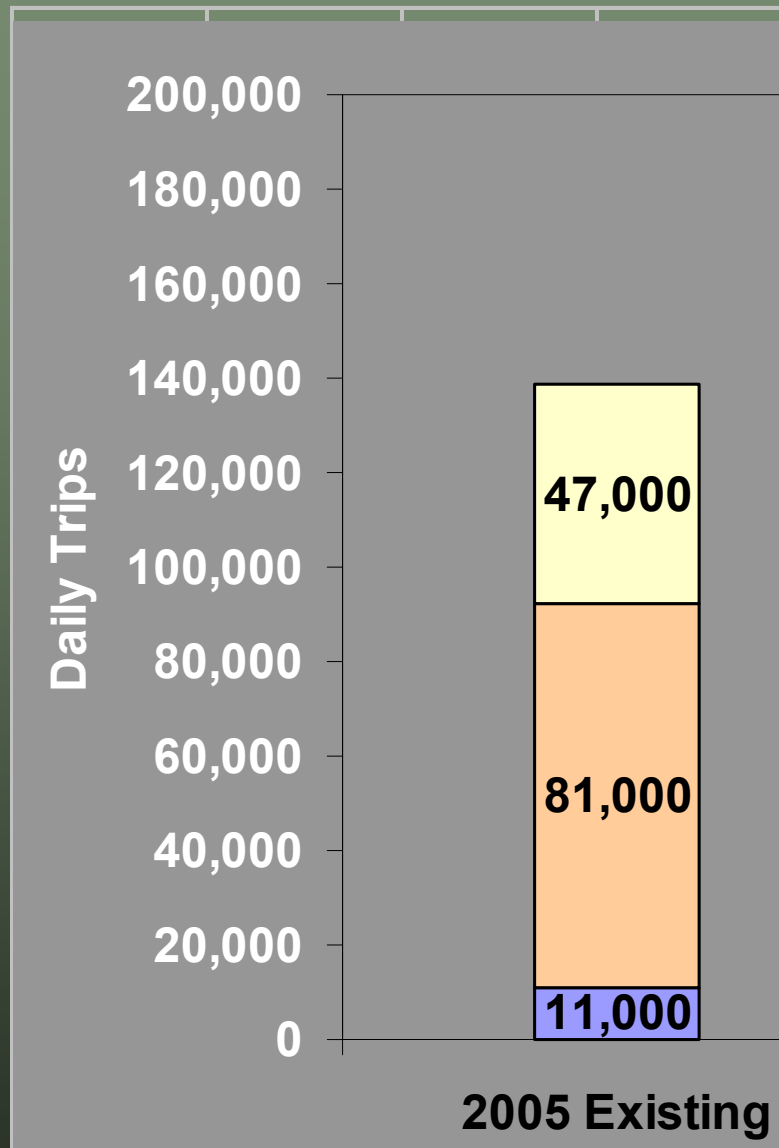


## Traffic Volumes

Van Dorn Street and Duke Street are operating near capacity.

Eisenhower Avenue has substantial unused capacity.

Major regional improvements may change some travel patterns.



## Local and Through Traffic

34% non-destination trips

58% have an origin or destination in the transportation study area

11% are internal

# Transportation Task Force Proposal

## City of Alexandria Transit Concept



**Transit Line Concepts**

- Metrolink
- Van Dorn/Braddock
- Delaware Avenue
- Plaza at Landmark
- Landmark Mall
- Safeway
- West Eisenhower
- East Eisenhower
- King Street Metro
- Optional Extension

**Transit Node Concepts**

- Metrolink Station
- Van Dorn/Braddock Station
- Delaware Avenue Station
- Plaza at Landmark Station
- Landmark Mall Station
- Safeway Station
- West Eisenhower Station
- East Eisenhower Station
- King Street Metro Station
- Optional Extension Station

**Activity Centers**

- City Center
- Shopping Center
- High Tech
- Medical
- Industrial
- University
- Government
- Community
- Neighborhood
- Local
- Transit

**Other Features**

- Metrolink
- Van Dorn/Braddock
- Delaware Avenue
- Plaza at Landmark
- Landmark Mall
- Safeway
- West Eisenhower
- East Eisenhower
- King Street Metro
- Optional Extension

All Smart Stations and Smart Centers to be Served by Capital Service

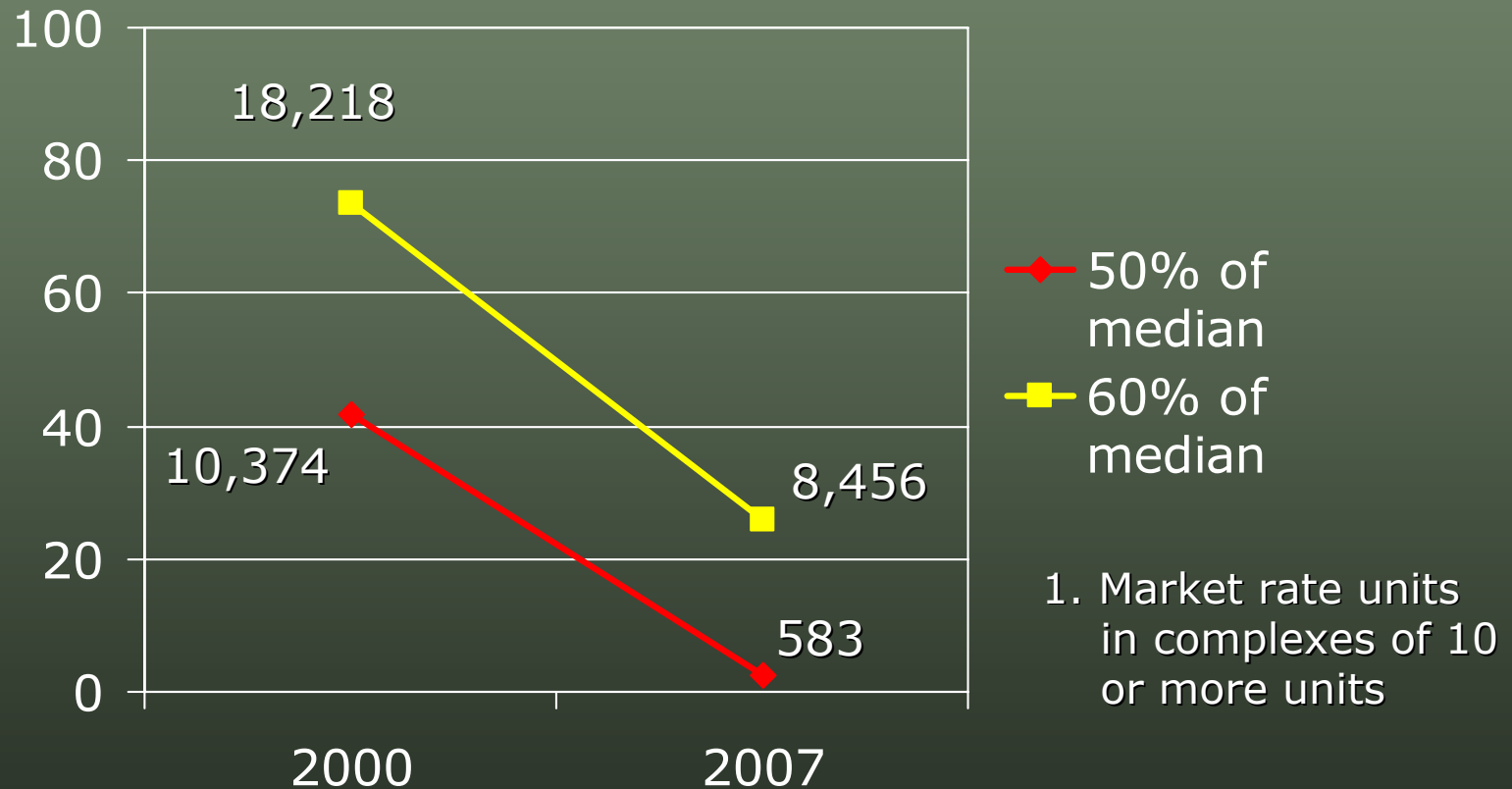


## Market Study Summary

- Demand is strong for new residential development in mixed-use projects.
- Landmark Mall is a unique site capable of creating its own market as a mixed-use center.
- There is some potential for additional retail development, particularly in response to new residential use.
- Demand for boutique office exists.
- Potential for office at Landmark Mall may be more than previously considered.

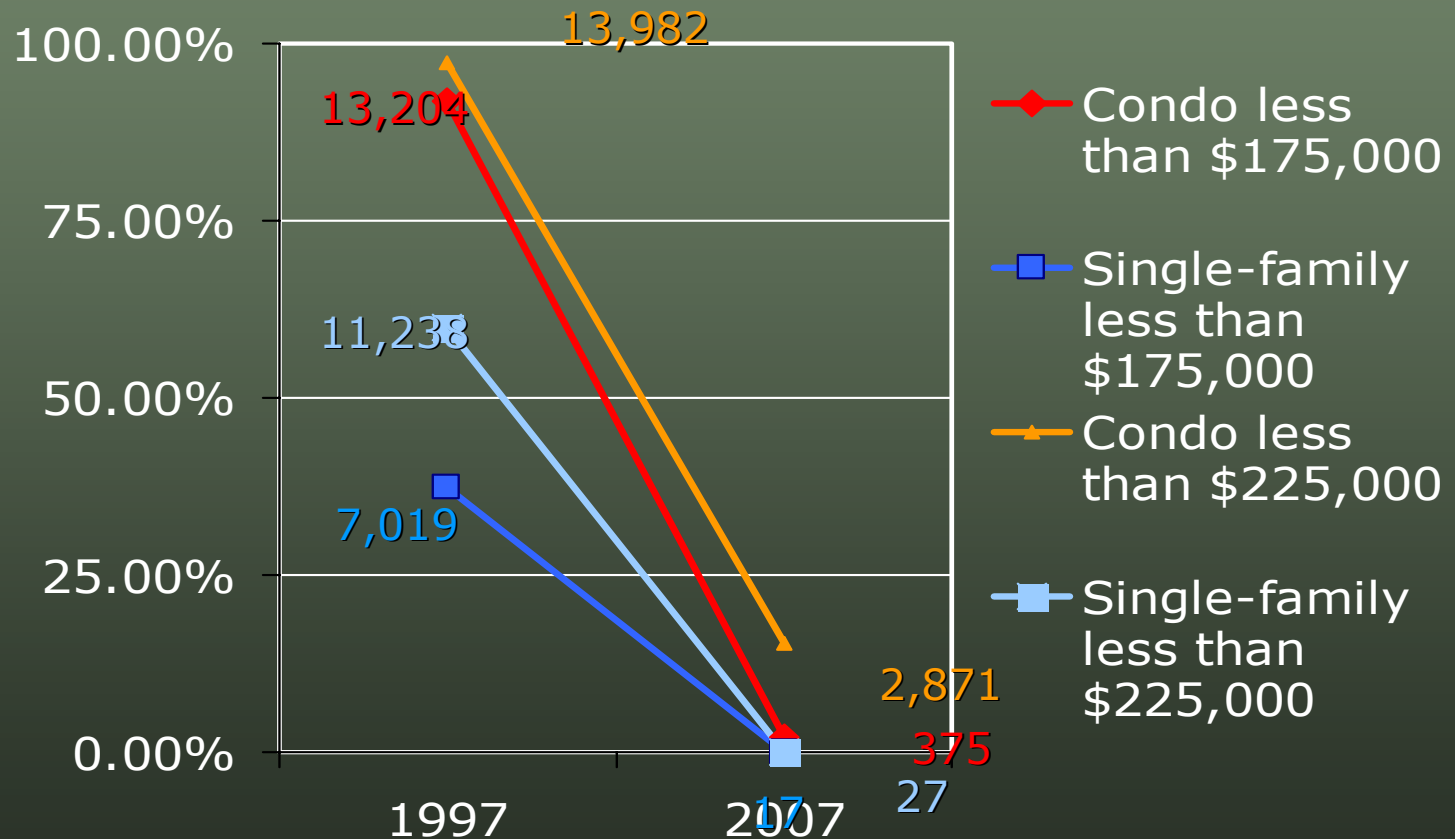
# Affordable Housing

Market Rate Affordable Rental Housing. Percent of all rental apartment units<sup>1</sup> affordable to low and very low income households

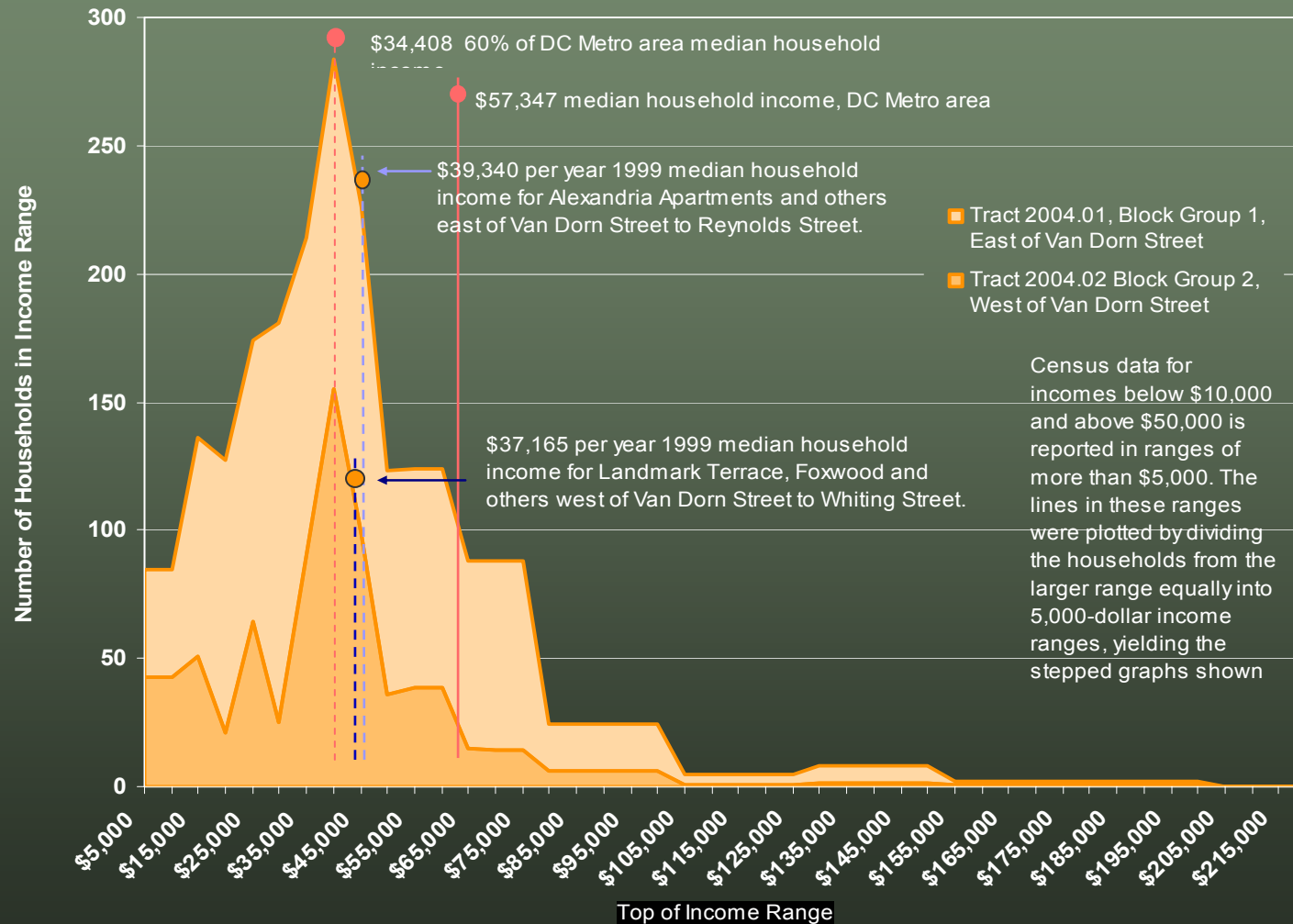


# Affordable Housing

Market Rate Affordable Ownership Housing. Percent of all units of each type in assessed value range, 1997 and 2007.



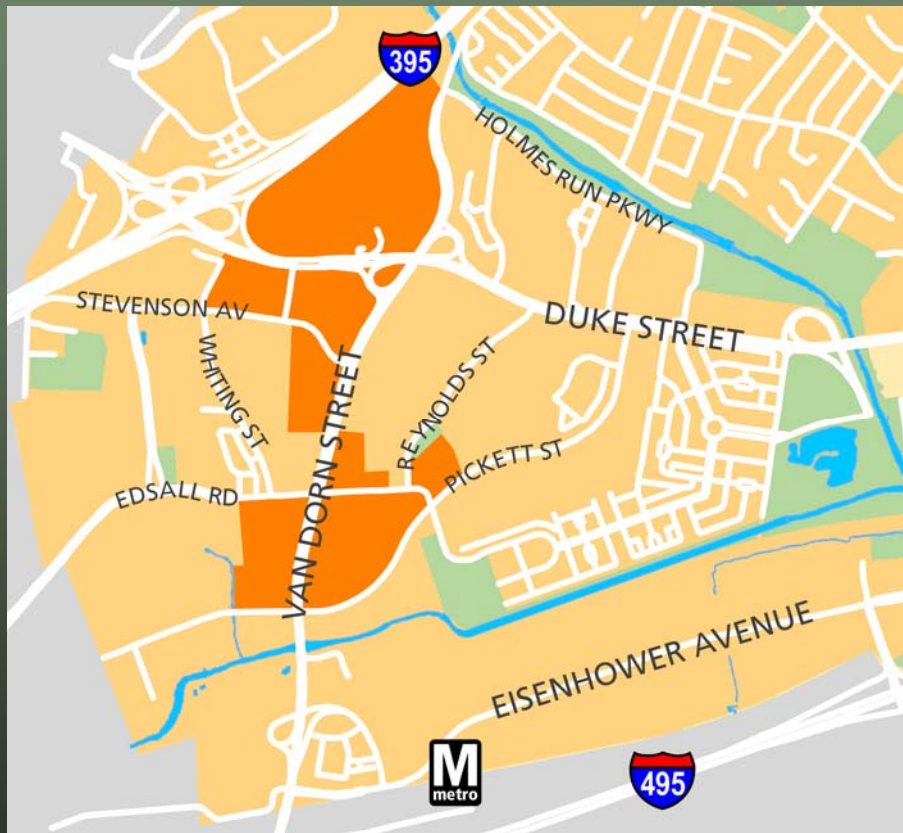
Affordable Housing: Median income in Landmark census tracts was approximately 60% of regional median household income.



## Planning History

- Planning for change in the area began in 2004 when GGP approached the City with a plan for redevelopment of Landmark Mall.
- The 1992 Plan for the area did not question the auto-oriented conditions
- A concept plan was developed and presented in June, 2006.
- The current effort is not bound by the concept plan, but should develop and examine options.

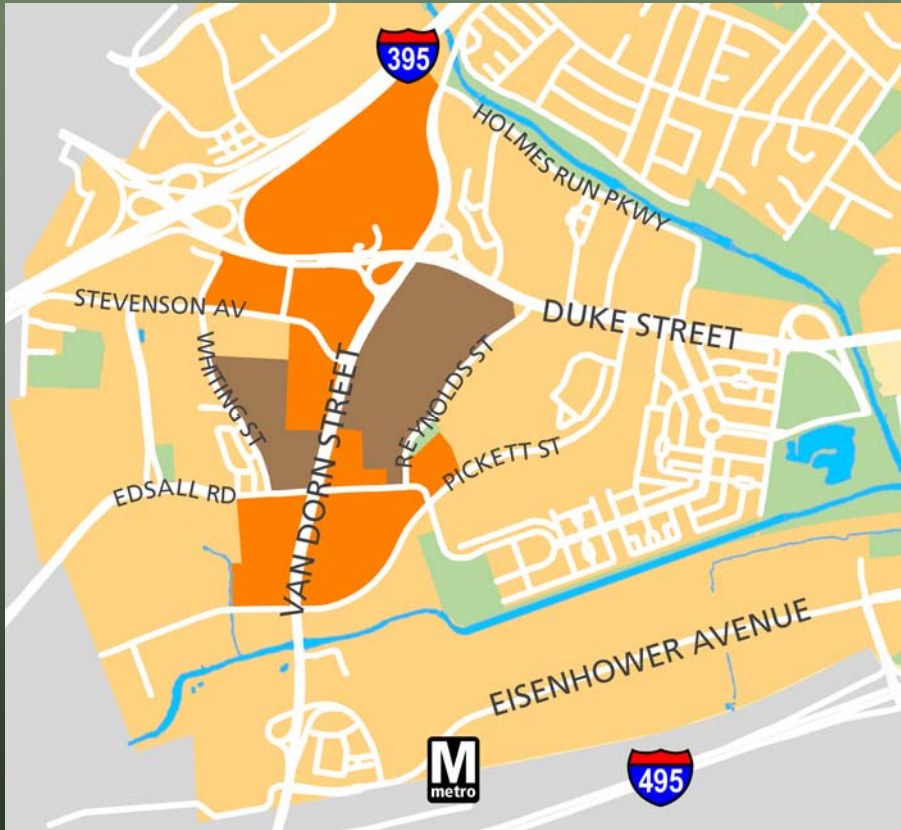
## Previous Concept Plan Redevelopment for mixed use



- Landmark Mall
- Auto-oriented commercial areas
- Limited industrial areas
- CDD zones to implement



## Previous Concept Plan Affordable Housing



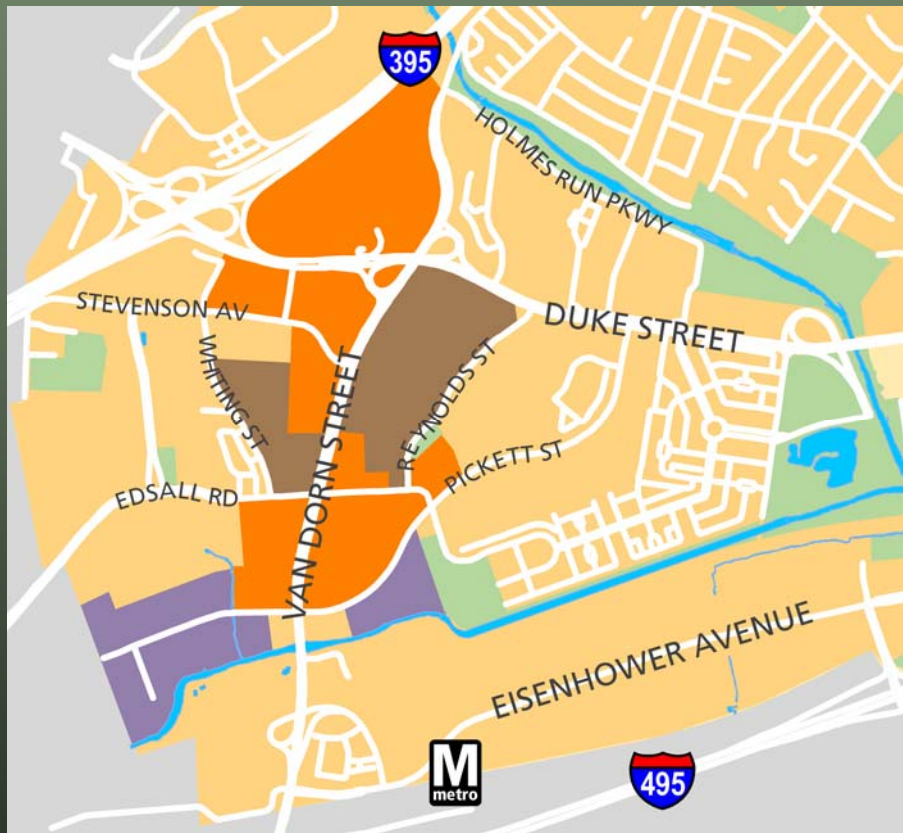
- Area contains existing stock of affordable rental units, no zone change proposed.
- Require affordable housing when properties are rezoned for mixed-use development.





## Previous Concept Plan

# Conserve Industrial and Service Uses

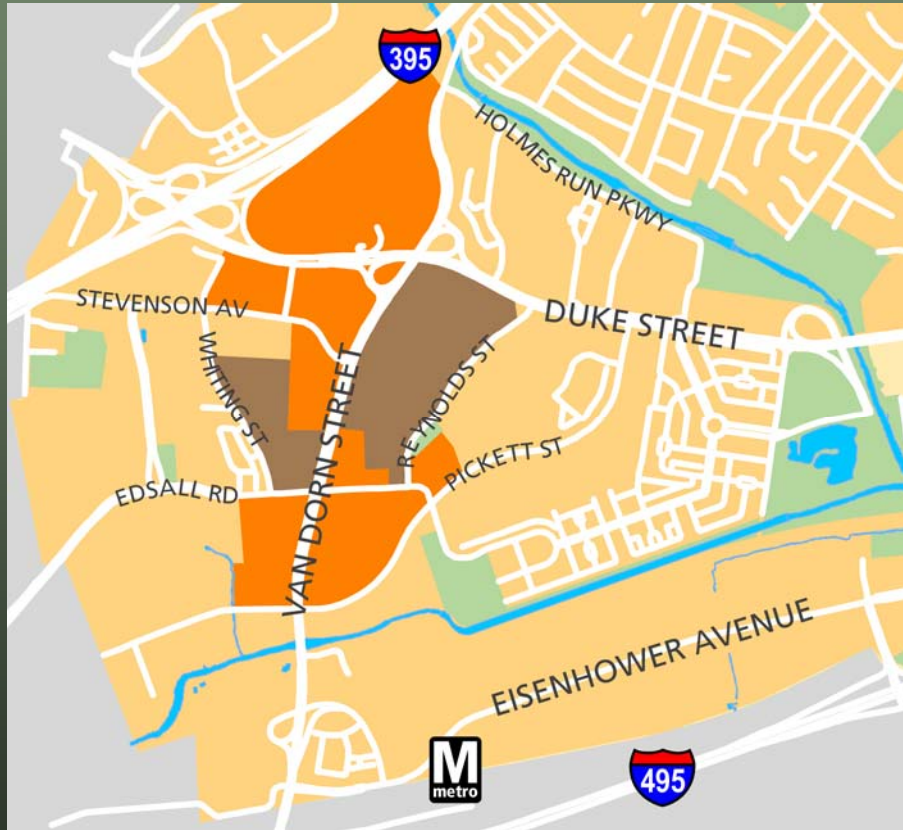


Limit rezoning to core commercial areas with location and access most suitable for mixed-use development





## Previous Concept Plan Circulation Concept



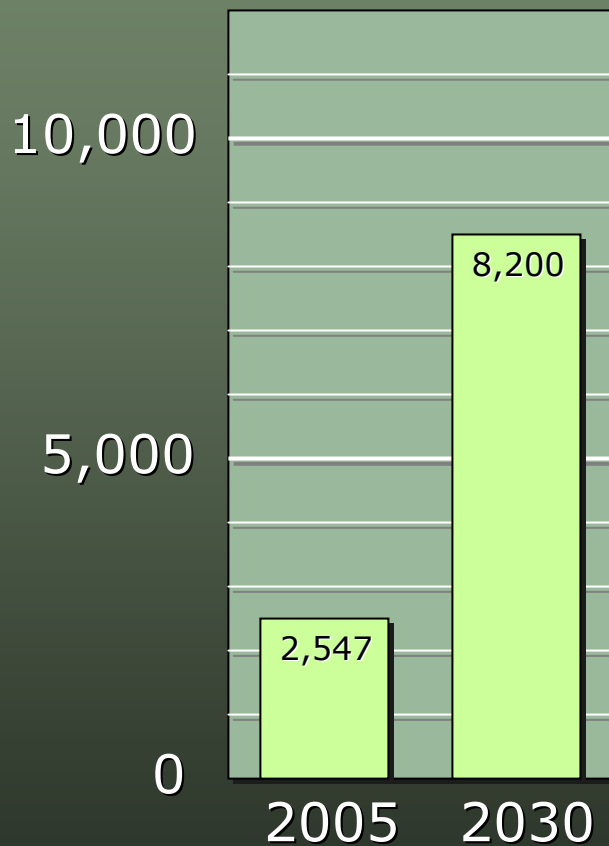
- Local circulation network and transit strategy
- Local street network as sites develop.
- Transit lanes on Van Dorn.
- Transit center at Landmark Mall



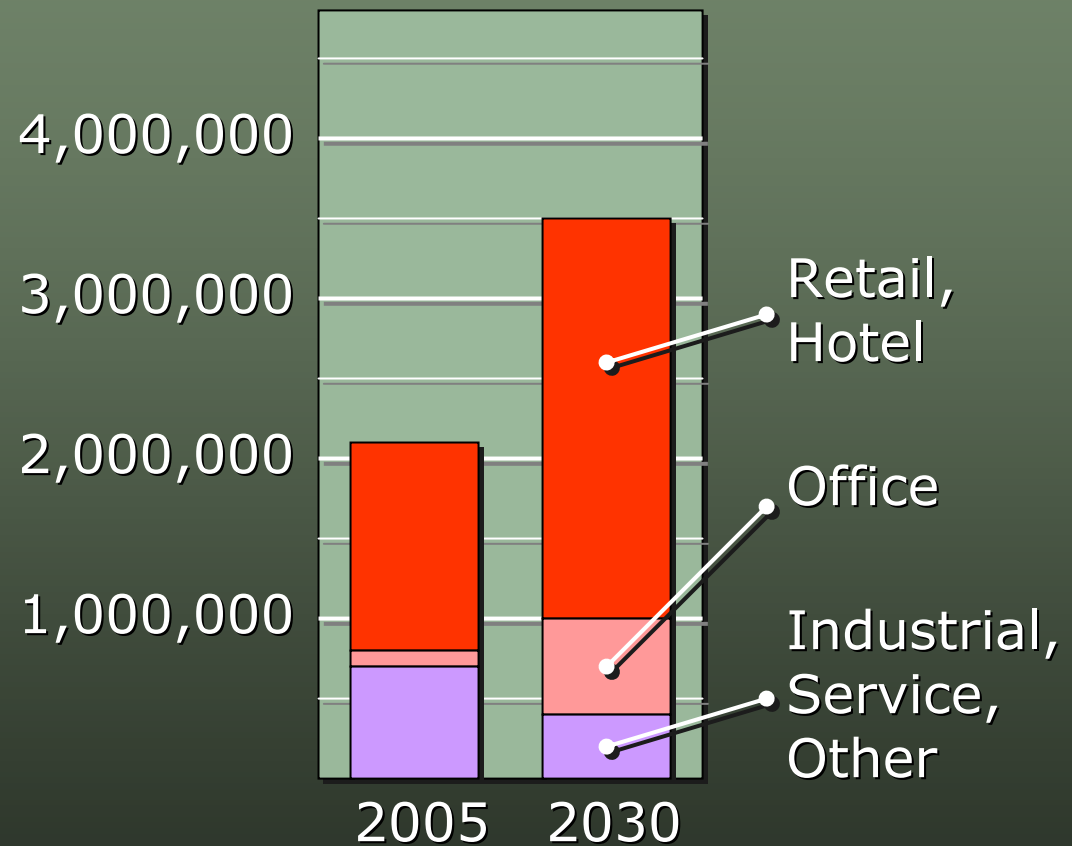
## Previous Concept Plan

### Estimates Based on Plan and Market

Residential Units



Nonresidential Development, sq ft



## Phase II Work Program

- Work with advisory group
- Both education and involvement at meetings
- Approximately one meeting per month with some Saturday work sessions.
- Draft ready for public review in summer, 2008 with public hearings in fall.
- Extra meetings rather than time extension to complete the effort.